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09/816,552	03/23/2001	Mark S. Igra	104402.00003	6531
74739 7590 08/04/2010 Squire, Sanders & Dempsey L.L.P. Oracle International Corporation 8000 Towers Crescent Drive 14th Floor Vienna, VA 22182			EXAMINER DISTEFANO, GREGORY A	
			ART UNIT 2175	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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Office Action Summary	Application No. 09/816,552	Applicant(s) IGRA, MARK S.	
	Examiner GREGORY A. DISTEFANO	Art Unit 2175	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 19 May 2010.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-33 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-33 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 11/12/2009 is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This action is in response to the amendment filed on 5/19/2010.
2. Claims 1-33 are currently pending.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-23, 26-29, 32 and 33 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ferrel et al. (U.S. Patent No. 5,860,073), hereinafter Ferrel, in view of Brintzenhofe et al. (US 2003/0079177), hereinafter Brintzenhofe, further in view of Smith et al. (US 5,181,162), hereinafter Smith.

Claim 1:

Ferrel discloses a web page generation method (see Column 1, Lines 5-7), comprising:

- *defining a master specification* (see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses a “master specification” in that the multimedia publishing system includes templates comprising controls and style sheets) *specifying a common style* (see Figures 8, 9 and 14; see Column 18,

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Line 63 through Column 20, Line 62 – Ferrel discloses a “common style” in that the multimedia publishing system includes style sheets that specify particular fonts in which to display the content of the web pages), *a common navigation arrangement* (see Specification of present application at Page 7, Lines 13-14, where the “*navigation arrangement*” is very broadly defined as “supported transitions between the web pages;” in Ferrel, see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses a “common navigation” in that the multimedia publishing system includes a “Page 1” format layout and a “Page 2” format layout so that the online newspaper has a distinctive “look and feel” that “supports transitions” between the pages; moreover, the online newspaper layouts disclosed in Ferrel will include “common navigation arrangements” so that users can easily navigate between the different pages and sections of the newspaper), *and common content placement for each resultant web page to be generated* (see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses “common content placement” in that the multimedia publishing system includes controls that specify the particular content to be displayed on the web pages and where to display said content on said pages);

- *defining a first subordinate content specification* (elements 460-466, Figure 8) *specifying first content of a first resultant web page* (the story objects include the “first content”), *referencing the master specification for style, navigation and content placement* (see Figures 8, 9 and 14; see Column 18, Line 63 through

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Column 20, Line 62 – Ferrel discloses this limitation in that the story object references the associated control and the corresponding style sheet to determine the “style” in which to display the content, to access the formatting provided by the style sheets and to determine what content to display on the web page and where to display said content on said page; moreover, in Column 16, Lines 56-60, Ferrel referenced a copending application, now US Patent 6,230,173, which discloses the authoring and processing of “content objects;” US 6,230,173, also invented by Ferrel, expressly discloses: 1) the content objects reference style sheets before being rendered on the page, and 2) when content objects are authored, they are given formatting tags that link them to the appropriate style sheets; thus, Ferrel discloses a “subordinate content specification referencing the master specification for style, navigation and content placement”);

- *defining a second subordinate content specification (elements 470-474, Figure 8) specifying second content of a second resultant web page (the story objects includes the “second content”), referencing the master specification for style, navigation and content placement (as indicated in the above discussion, Ferrel discloses this limitation); and*
- *generating said first and second resultant web pages with said first contents being placed and styled in accordance with said common content placement, said first and second resultant web pages having said common navigation arrangement specified by said master specification (see Figures 8, 9 and 14; see*

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Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses this limitation as clearly indicated in the cited figure and text).

However, Ferrel fails to expressly disclose the subordinate content specifications comprising subordinate styles and the pages are generated by merging the subordinate style and the common style. Brintzenhofe teaches the following:

- *defining a first subordinate content specification comprising a first subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;*
- *defining a second subordinate content specification comprising a second subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;*
- *generating said first and second resultant web pages with said first contents being placed and styled in accordance with said common content placement and a first merged style that comprises the first subordinate style merged into the common style, and said second content being placed and styled in accordance with said common content placement and a second merged style that comprises the second subordinate style merged into the common style, (pg. 10, paragraph*

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[0118]), i.e. the media facet for this component includes the properties X Position, Y Position, Width and Height, which help to define the geographical region on a page where this footer may appear (further see Brintzenhofe's teaching in page 2, paragraphs [0011] – [0014] for discussion on automatic rendering of pages).

The examiner interprets Brintzenhofe's teaching of a content facet with an associated design facet to encompass applicant's "subordinate content specification comprising a first subordinate style". As may be seen in Brintzenhofe's Fig. 7, the design facet contains properties such as text face and text attributes. The media facet describes the position, therefore layout, of the different components. Therefore, upon rendering the component, Brintzenhofe's method merges the design facet (part of the subordinate content specification) with the media facet thus creating a merged style.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the content of Ferrel with the content and design facets of Brintzenhofe. One of ordinary skill in the art would have been motivated to have made such modifications because both Ferrel and Brintzenhofe are analogous art in the field of automatically generating pages using content and layouts.

Furthermore, Ferrel does not explicitly teach that the common style comprises variable controls, the first subordinate style specifies first subordinate control values, and the first subordinate control values are supplied to the variable controls. Smith teaches the following:

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the common style comprises variable controls. See column 14, line 50 – column 15, line 53 where Smith contains a layout object which specifies the overall layout of a newspaper web site but does not specify certain attributes of objects within the layout;

a first subordinate style specified as first subordinate control values. See column 16, lines 22-59 where Smith describes a content object which may be, for example, text content. This content object may further specify subordinate control values such as background color, foreground color, etc., Furthermore see #12 External Reference which may be interpreted as a type of “control”; *and*

wherein the generating comprises supplying the first subordinate control values as the variable controls, (abstract), i.e. an object-oriented document management and production system in which documents are represented as collections of logical components, or “objects”, that may be combined and physically mapped onto a page-by-page layout.

It would have been obvious to have further modified the page generation method of Ferrel in view of Brintzenhofe with the data objects of Smith. One of ordinary skill in the art would have been motivated to have made such further modifications because as both Ferrel and Smith are methods of applying content to a layout. Furthermore, both Ferrel and Smith discuss possessing a font attribute, the modification of Ferrel would than possess said attribute in the content file as opposed to the style sheet.

Claim 2:

Modified Ferrel discloses the method of Claim 1, wherein said defining of a master specification specifying a common style comprises specifying a reference to a style definition (see Figures 8, 9 and 14; see Column 19, Lines 8-11 – Ferrel discloses a “reference to a style definition” in that the templates include controls that reference style sheets; these style sheets specify the fonts to be used when displaying the content on the web pages).

Claim 3:

Modified Ferrel discloses the method of Claim 1, wherein said defining of a master specification specifying a common navigation arrangement comprises specifying a reference to a navigation arrangement (see Figure 8; see Column 19, Lines 8-11 – Ferrel discloses a “reference to a navigation arrangement” in that the templates include controls that reference style sheets; these style sheets specify the “Page 1” format layout and the “Page 2” format layout to be used when displaying the content on the web pages).

Claim 4:

Modified Ferrel discloses the method of Claim 1, wherein said defining of a master specification specifying a common content placement comprises specifying said content placement within said master specification (see Figure 8; see Column 19, Lines 8-11 – Ferrel discloses “specifying said content placement within said

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master specification” in that the templates include controls that reference style sheets; these style sheets specify what content to display on the web pages and where to display said content on said pages).

Claim 5:

Modified Ferrel discloses the method of Claim 1, wherein each of said defining of a first and a second subordinate content specification specifying first and second content of a first and a second resultant web page is made using a markup language having language elements for specifying control information in a control section, and said referencing of the master specification comprises specifying a reference to said master specification in said control section (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses “using a markup language to specify control information in a control section” and “specifying a reference to said master specification in said control section” in that the story objects are HTML documents that reference style sheets to retrieve formatting information).

Claim 6:

Ferrel discloses a web page generation method (see Column 1, Lines 5-7), comprising:

- receiving a master specification (see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses a “master specification” in that

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the multimedia publishing system includes templates comprising controls and style sheets) defining a common design for resultant web pages to be generated (see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses a “common design” in that the multimedia publishing system includes templates comprising controls and style sheets), specifying common content placement (see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses “common content placement” in that the multimedia publishing system includes controls that specify the particular content to be displayed on the web pages and where to display said content on said pages) and at least one of common style (see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses a “common style” in that the multimedia publishing system includes style sheets that specify the particular fonts in which to display the content of the web pages) and common navigation arrangement for each of said resultant web pages to be generated (see Specification of present application at Page 7, Lines 13-14, where the “*navigation arrangement*” is very broadly defined as “supported transitions between the web pages;” in Ferrel, see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses a “common navigation” in that the multimedia publishing system includes a “Page 1” format layout and a “Page 2” format layout so that the online newspaper has a distinctive “look and feel” that “supports transitions” between the pages; moreover, the online newspaper layouts disclosed in Ferrel will include “common navigation arrangements” so

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that users can easily navigate between the different pages and sections of the newspaper);

- receiving a first subordinate web page specification (elements 460-466, Figure 8) defining first content for a first resultant web page to be generated (the story objects include the “first content”), specifying said first content for said first resultant web page to be generated (the story objects “specify the first content”), and referencing the master specification for content placement and at least one of style and navigation (see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses this limitation in that the story object references the associated control and the corresponding style sheet to determine the “style” in which to display the content, to access the formatting provided by the style sheets and to determine what content to display on the web page and where to display said content on said page; moreover, in Column 16, Lines 56-60, Ferrel referenced a copending application, now US 6,230,173, which discloses the authoring and processing of “content objects;” US 6,230,173, also invented by Ferrel, expressly discloses: 1) the content objects reference style sheets before being rendered on the page, and 2) when content objects are authored, they are given formatting tags that link them to the appropriate style sheets; thus, Ferrel discloses a “subordinate content specification referencing the master specification for style, navigation and content placement”);
- receiving a second subordinate web page specification (elements 470-474, Figure 8) defining second content for a second resultant web page to be

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generated (the story objects include the “second content”), specifying said second content for said second resultant web page to be generated (the story objects “specify the second content”), and referencing the master specification for content placement and at least one of style and navigation (as indicated in the above discussion, Ferrel discloses this limitation);

- generating a merged specification in response to receiving a uniform resource locator request for the first or the second resultant web pages, wherein the merged specification corresponds to a web site that comprises the first and second resultant web pages (see column 3, lines 8-19 – Ferrel discloses that the content is poured into the page when a title is displayed on the customer’s computer, a customer must first request a title before it is displayed; furthermore, see column 33, lines 25-45, where Ferrel discloses that content is not reformatted when instantiated by the viewer, it is only displayed in various formats by referencing the document tags to the linked style sheet); and
- generating said first and second resultant web pages with said first and second contents being placed, styled and/or having a common navigation arrangement in accordance with said common content placement and at least one of said common style and said common navigation arrangement specified by said master specification, wherein said first and second resultant web pages are rendered in accordance with the merged specification (see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses this limitation as clearly indicated in the cited figure and text).

However, Ferrel fails to expressly disclose the subordinate content specifications comprising subordinate styles and the pages are generated by merging the subordinate style and the common style. Brintzenhofe teaches the following:

- *defining a first subordinate content specification comprising a first subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;*
- *defining a second subordinate content specification comprising a second subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;*
- *generating said first and second resultant web pages with said first contents being placed and styled in accordance with said common content placement and a first merged style that comprises the first subordinate style merged into the common style, and said second content being placed and styled in accordance with said common content placement and a second merged style that comprises the second subordinate style merged into the common style, (pg. 10, paragraph [0118]), i.e. the media facet for this component includes the properties X Position, Y Position, Width and Height, which help to define the geographical*

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region on a page where this footer may appear (further see Brintzenhofe's teaching in page 2, paragraphs [0011] – [0014] for discussion on automatic rendering of pages).

The examiner interprets Brintzenhofe's teaching of a content facet with an associated design facet to encompass applicant's "subordinate content specification comprising a first subordinate style". As may be seen in Brintzenhofe's Fig. 7, the design facet contains properties such as text face and text attributes. The media facet describes the position, therefore layout, of the different components. Therefore, upon rendering the component, Brintzenhofe's method merges the design facet (part of the subordinate content specification) with the media facet thus creating a merged style.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the content of Ferrel with the content and design facets of Brintzenhofe. One of ordinary skill in the art would have been motivated to have made such modifications because both Ferrel and Brintzenhofe are analogous art in the field of automatically generating pages using content and layouts.

Claim 7:

Modified Ferrel discloses the method of Claim 6, wherein said master specification specifies said common style through a reference to a style definition (see Figures 8, 9 and 14; see Column 19, Lines 8-11 – Ferrel discloses a "reference to a style definition" in that the templates include controls that reference style sheets;

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these style sheets specify the fonts to be used when displaying the content on the web pages).

Claim 8:

Modified Ferrel discloses the method of Claim 7, wherein said master specification specifies said common design employing a markup language having language elements for specifying control information in a control section, and said specification of a reference to a style definition comprises specification of said reference to said style definition in said control section (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses “employing a markup language to specify control information in a control section” and “specifying a reference to said style definition in said control section” in that the templates are HTML documents that reference style sheets to retrieve formatting information).

Claim 9:

Modified Ferrel discloses the method of Claim 6, wherein said master specification specifies said common navigation arrangement through a reference to a navigation specification (see Figure 8; see Column 19, Lines 8-11 – Ferrel discloses a “reference to a navigation specification” in that the templates include controls that reference style sheets; these style sheets specify the “Page 1” format

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layout and the "Page 2" format layout to be used when displaying the content on the web pages).

Claim 10:

Modified Ferrel discloses the method of Claim 9, wherein said master specification specifies said common design employing a markup language having language elements for specifying control information in a control section, and said specification of a reference to a navigation definition comprises specifying a reference to a navigation specification in said control section (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses "employing a markup language to specify control information in a control section" and "specifying a reference to a navigation specification in said control section" in that the templates are HTML documents that reference style sheets to retrieve formatting information).

Claim 11:

Modified Ferrel discloses the method of Claim 6, wherein said master specification specifies said common design employing a markup language having language elements for specifying content in a content section, and said specification of said common content placement comprises specifying said content placement in said content section (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses "specifying common design by employing a markup language to specify content in a

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content section” and “specifying said content placement in said content section” in that the templates are HTML documents that specify the particular content to be displayed on the web pages and where to display said content on said pages).

Claim 12:

Modified Ferrel discloses the method of Claim 6, wherein both of said first and second subordinate web page specifications specify said first and second content of said first and second resultant web pages using a markup language having language elements for specifying control information in a control section, and each of said referencing to the master specification comprises specifying a reference to said master specification in the control section (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses “specifying content by using a markup language to specify control information in a control section” and “specifying a reference to said master specification in said control section” in that the story objects are HTML documents that reference style sheets to retrieve formatting information).

Claim 13:

Modified Ferrel discloses the method of Claim 6, wherein:

- said master specification and said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section

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(see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses “specifying the master and first and second web page specifications by using a markup language to specify control information in a control section” in that the templates and the story objects are HTML documents that reference style sheets to retrieve formatting information; these references to the style sheets in the templates and the story objects are the “control information”);

- said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses “specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification” in that the templates are HTML documents that reference style sheets to retrieve formatting information);
- said first and second subordinate web page specifications specify first and second other control information in first and second control sections of the first and second subordinate web page specifications respectively (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses “first and second other control information in first and second control sections of the first and second subordinate web page specifications” in that the story objects are HTML documents that reference style sheets to retrieve formatting information; these

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references to the style sheets in the story objects are the “other control information”); and

- each of said generating of said first and second resultant web pages comprises merging said specification of at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification and the corresponding one of said first and second other control information in the control section of the corresponding one of said first and second subordinate web page specifications (see Figure 8; see Column 19, Lines 32-35 – Ferrel discloses “merging [the specified elements]” in that the story objects are fitted onto the templates through use of the style sheets).

Claim 14:

Modified Ferrel discloses the method of Claim 6, wherein:

- said master specification and said first and second subordinate web page specifications express the respective specifications using a markup language having language elements for specifying control information in a control section (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses “specifying the master and first and second subordinate web page specifications by using a markup language to specify control information in a control section” in that the templates and the story objects are HTML documents that reference style sheets to retrieve formatting information; these references to the style sheets in the templates and the story objects are the “control information”);

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- said specification of common content placement comprises specification of a content section whose content is to be included from a referencing subordinate web page specification (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses “specifying a content section whose content is to be included from a referencing subordinate web page specification” in that both the templates and the associated story objects reference the corresponding style sheets, and the story objects are “poured into” the templates upon rendering);
- said first and second subordinate web page specifications specify first and second content in first and second content sections of said first and second subordinate web page specifications respectively (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses “specifying first and second content in first and second content sections of said first and second subordinate web page specifications respectively” in that the story objects include the content; the examiner notes that this limitation essential recites that “the content objects includes the content” to be poured into the templates); and
- each of said generating of said first and second resultant web pages comprises merging said specification of at least one of a reference to a style definition and a reference to a navigation arrangement in the control section of the master specification and the corresponding one of said first and second other control information in the control section of the corresponding one of said first and second subordinate web page specifications (see Figure 8; see Column 19, Lines 32-35 – Ferrel discloses generating the web pages by “merging [the

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specified elements]” in that the story objects are fitted onto the templates through use of the style sheets).

Claim 15:

Modified Ferrel discloses the method of Claim 6, wherein:

- said first and second resultant web pages are referenced by first and second identifiers (see Column 8, Line 12 through Column 9, Line 46 – Ferrel discloses an online newspaper comprising templates and story objects, both of which are HTML documents, and thus impliedly discloses “first and second identifiers” for the story objects);
- said method further comprises receiving said first and second identifiers requesting for said first and second resultant web pages (see Column 8, Line 12 through Column 9, Line 46 – Ferrel discloses an online newspaper comprising templates and story objects, both of which are HTML documents, and thus impliedly discloses “receiving requests for the web pages” from readers of the online newspaper); and
- at least said generations of said first and second resultant web pages are performed responsive to the corresponding receiving of said first and second identifiers (see Column 8, Line 12 through Column 9, Line 46 – Ferrel discloses rendering an online newspaper comprising templates and story objects, both of which are HTML documents, and thus impliedly discloses “generation of the web

pages that is responsive to receiving requests” for the corresponding pages of the online newspaper).

Claim 16:

Ferrel discloses an apparatus for generating a web page (see Column 1, Lines 5-7), comprising:

- storage medium having stored therein programming instructions which, when executed, operate the apparatus to (see Column 10, Line 11 through Column 12, Line 21 – Ferrel discloses this limitation in that the system includes storage that hold the programs used to generate the web pages):
 - receive a master specification defining a common design for resultant web pages to be generated, specifying common content placement and at least one of common style and common navigation arrangement for each of said resultant web pages to be generated (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation);
 - receive a first subordinate web page specification defining first content for a first resultant web page to be generated, specifying said first content for said first resultant web page to be generated, and referencing the master specification for content placement and at least one of style and navigation (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation);

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- receive a second subordinate web page specification defining second content for a second resultant web page to be generated, specifying said second content for said second resultant web page to be generated, and referencing the master specification for content placement and at least one of style and navigation (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation);
- generating a merged specification in response to receiving a uniform resource locator request for the first or the second resultant web pages, wherein the merged specification corresponds to a web site that comprises the first and second resultant web pages (see column 3, lines 8-19 – Ferrel discloses that the content is poured into the page when a title is displayed on the customer's computer, a customer must first request a title before it is displayed; furthermore, see column 33, lines 25-45, where Ferrel discloses that content is not reformatted when instantiated by the viewer, it is only displayed in various formats by referencing the document tags to the linked style sheet); and
- generating said first and second resultant web pages with said first and second contents being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification, wherein said first and second resultant web pages are rendered in

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accordance with the merged specification (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation); and

- a processor coupled to the storage medium to execute the programming instructions (see Column 10, Line 11 through Column 12, Line 21 – Ferrel discloses this limitation in that the system includes a processor to execute the programs used to generate the web pages).

However, Ferrel fails to expressly disclose the subordinate content specifications comprising subordinate styles and the pages are generated by merging the subordinate style and the common style. Brintzenhofe teaches the following:

- *defining a first subordinate content specification comprising a first subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;*
- *defining a second subordinate content specification comprising a second subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;*
- *generating said first and second resultant web pages with said first contents being placed and styled in accordance with said common content placement and*

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a first merged style that comprises the first subordinate style merged into the common style, and said second content being placed and styled in accordance with said common content placement and a second merged style that comprises the second subordinate style merged into the common style, (pg. 10, paragraph [0118]), i.e. the media facet for this component includes the properties X Position, Y Position, Width and Height, which help to define the geographical region on a page where this footer may appear (further see Brintzenhofe's teaching in page 2, paragraphs [0011] – [0014] for discussion on automatic rendering of pages).

The examiner interprets Brintzenhofe's teaching of a content facet with an associated design facet to encompass applicant's "subordinate content specification comprising a first subordinate style". As may be seen in Brintzenhofe's Fig. 7, the design facet contains properties such as text face and text attributes. The media facet describes the position, therefore layout, of the different components. Therefore, upon rendering the component, Brintzenhofe's method merges the design facet (part of the subordinate content specification) with the media facet thus creating a merged style.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the content of Ferrel with the content and design facets of Brintzenhofe. One of ordinary skill in the art would have been motivated to have made such modifications because both Ferrel and Brintzenhofe are analogous art in the field of automatically generating pages using content and layouts.

Furthermore, Ferrel does not explicitly teach that the common style comprises variable controls, the first subordinate style specifies first subordinate control values, and the first subordinate control values are supplied to the variable controls. Smith teaches the following:

the common style comprises variable controls. See column 14, line 50 – column 15, line 53 where Smith contains a layout object which specifies the overall layout of a newspaper web site but does not specify certain attributes of objects within the layout;

a first subordinate style specified as first subordinate control values. See column 16, lines 22-59 where Smith describes a content object which may be, for example, text content. This content object may further specify subordinate control values such as font, spacing, justification, etc.; and

wherein the generating comprises supplying the first subordinate control values as the variable controls, (abstract), i.e. an object-oriented document management and production system in which documents are represented as collections of logical components, or “objects”, that may be combined and physically mapped onto a page-by-page layout.

It would have been obvious to have further modified the page generation method of Ferrel in view of Brintzenhofe with the data objects of Smith. One of ordinary skill in the art would have been motivated to have made such further modifications because as both Ferrel and Smith are methods of applying content to a layout. Furthermore, both Ferrel and Smith discuss possessing a font attribute, the modification of Ferrel would than possess said attribute in the content file as opposed to the style sheet.

Claims 17 and 18:

Claims 17 and 18 correspond to Claims 13 and 14, respectively. Thus, Ferrel discloses every limitation of Claims 17 and 18, as indicated in the above rejections for Claims 13 and 14.

Claim 19:

Ferrel discloses an article of manufacture for generating a web page (see Column 1, Lines 5-7), comprising:

- a storage medium (see Column 10, Line 11 through Column 12, Line 21 – Ferrel discloses this limitation in that the system includes storage); and
- a plurality of programming instructions stored in said storage medium to program an apparatus to enable the apparatus to (see Column 10, Line 11 through Column 12, Line 21 – Ferrel discloses this limitation in that the system includes storage that hold the programs used to generate the web pages):
 - receive a master specification defining a common design for resultant web pages to be generated, specifying common content placement and at least one of common style and common navigation arrangement for each of said resultant web pages to be generated (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation);

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- receive a first subordinate web page specification defining first content for a first resultant web page to be generated, specifying said first content for said first resultant web page to be generated, and referencing the master specification (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation), deferring to the master specification for content placement and at least one of style and navigation (see Column 19, Lines 36-51 – Ferrel discloses this limitation in that the story objects include formatting tags that represent specific styles but the story objects reference the style sheets to receive all formatting information such as fonts, etc.);
- receive a second subordinate web page specification defining second content for a second resultant web page to be generated, specifying said second content for said second resultant web page to be generated, and referencing the master specification (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation), deferring to the master specification for content placement and at least one of style and navigation (see Column 19, Lines 36-51 – Ferrel discloses this limitation in that the story objects include formatting tags that represent specific styles but the story objects reference the style sheets to receive all formatting information such as fonts, etc.);
- generating a merged specification in response to receiving a uniform resource locator request for the first or the second resultant web pages,

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wherein the merged specification corresponds to a web site that comprises the first and second resultant web pages (see column 3, lines 8-19 – Ferrel discloses that the content is poured into the page when a title is displayed on the customer's computer, a customer must first request a title before it is displayed; furthermore, see column 33, lines 25-45, where Ferrel discloses that content is not reformatted when instantiated by the viewer, it is only displayed in various formats by referencing the document tags to the linked style sheet); and

- generate said first and second resultant web pages with said first and second contents being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification, wherein said first and second resultant web pages are rendered in accordance with the merged specification (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation).

However, Ferrel fails to expressly disclose the subordinate content specifications comprising subordinate styles and the pages are generated by merging the subordinate style and the common style. Brintzenhofe teaches the following:

- *defining a first subordinate content specification comprising a first subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer.*

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The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;

- *defining a second subordinate content specification comprising a second subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;*
- *generating said first and second resultant web pages with said first contents being placed and styled in accordance with said common content placement and a first merged style that comprises the first subordinate style merged into the common style, and said second content being placed and styled in accordance with said common content placement and a second merged style that comprises the second subordinate style merged into the common style, (pg. 10, paragraph [0118]), i.e. the media facet for this component includes the properties X Position, Y Position, Width and Height, which help to define the geographical region on a page where this footer may appear (further see Brintzenhofe's teaching in page 2, paragraphs [0011] – [0014] for discussion on automatic rendering of pages).*

The examiner interprets Brintzenhofe's teaching of a content facet with an associated design facet to encompass applicant's "subordinate content specification comprising a first subordinate style". As may be seen in Brintzenhofe's Fig. 7, the design facet contains properties such as text face and text attributes. The media facet

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describes the position, therefore layout, of the different components. Therefore, upon rendering the component, Brintzenhofe's method merges the design facet (part of the subordinate content specification) with the media facet thus creating a merged style.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the content of Ferrel with the content and design facets of Brintzenhofe. One of ordinary skill in the art would have been motivated to have made such modifications because both Ferrel and Brintzenhofe are analogous art in the field of automatically generating pages using content and layouts.

Furthermore, Ferrel does not explicitly teach that the common style comprises variable controls, the first subordinate style specifies first subordinate control values, and the first subordinate control values are supplied to the variable controls. Smith teaches the following:

the common style comprises variable controls. See column 14, line 50 – column 15, line 53 where Smith contains a layout object which specifies the overall layout of a newspaper web site but does not specify certain attributes of objects within the layout;

a first subordinate style specified as first subordinate control values. See column 16, lines 22-59 where Smith describes a content object which may be, for example, text content. This content object may further specify subordinate control values such as font, spacing, justification, etc.; *and*

wherein the generating comprises supplying the first subordinate control values as the variable controls, (abstract), i.e. an object-oriented document management and

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production system in which documents are represented as collections of logical components, or “objects”, that may be combined and physically mapped onto a page-by-page layout.

It would have been obvious to have further modified the page generation method of Ferrel in view of Brintzenhofe with the data objects of Smith. One of ordinary skill in the art would have been motivated to have made such further modifications because as both Ferrel and Smith are methods of applying content to a layout. Furthermore, both Ferrel and Smith discuss possessing a font attribute, the modification of Ferrel would than possess said attribute in the content file as opposed to the style sheet.

Claims 20 and 21:

Claims 20 and 21 correspond to Claims 13 and 14, respectively. Thus, Ferrel discloses every limitation of Claims 20 and 21, as indicated in the above rejections for Claims 13 and 14.

Claim 22:

Ferrel discloses a web page generation method (see Column 1, Lines 5-7), comprising:

- receiving a master specification defining a design for one or more resultant web pages to be generated (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation), specifying in a first control section at least one of style

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and navigation arrangement (as discussed in the above rejections for Claims 1 and 6, Ferrel discloses specifying “style” and “navigation arrangement;” Ferrel discloses a “first control section” that specifies “style” and “navigation arrangement” in that the multimedia publishing system includes templates and style sheets that specify the “style” and the “navigation arrangement” for a particular web page; for example, in Figure 8, Ferrel discloses templates and style sheets for a “Front Page” section and a “Business” section) and, in a first content section, first content placement for each of the one or more resultant web pages to be generated (as discussed in the above rejections for Claims 1 and 6, Ferrel discloses specifying a “first content placement” for multiple web pages that are to be generated; Ferrel discloses a “first content section” in that the multimedia publishing system includes controls that specify which particular content object is poured into the each container);

- receiving a first subordinate web page specification defining first content for a first resultant web page to be generated (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation), referencing in a second control section the master specification for content placement and at least one of style and common navigation (see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses this limitation in that the story object references the associated control and the corresponding style sheet to determine the “style” in which to display the content, to access the formatting provided by the style sheets and to determine what content to display on the web page and

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where to display said content on said page; moreover, in Column 16, Lines 56-60, Ferrel referenced a copending application, now US Patent 6,230,173, which discloses the authoring and processing of “content objects;” US 6,230,173, also invented by Ferrel, expressly discloses: 1) the content objects reference style sheets before being rendered on the page, 2) when content objects are authored, they are given formatting tags that link them to the appropriate style sheets; these “formatting tags” are the “second control section;” thus, Ferrel discloses a “subordinate web page specification” that includes a “second control section” referencing the master specification for style, navigation and content placement”), and specifying in a second content section said first content (the story objects “specify the first content in a second content section” in that the story objects include the content to be displayed on the web pages);

- generating a merged specification in response to receiving a uniform resource locator request for the first or the second resultant web pages, wherein the merged specification corresponds to a web site that comprises the first and second resultant web pages (see column 3, lines 8-19 – Ferrel discloses that the content is poured into the page when a title is displayed on the customer’s computer, a customer must first request a title before it is displayed; furthermore, see column 33, lines 25-45, where Ferrel discloses that content is not reformatted when instantiated by the viewer, it is only displayed in various formats by referencing the document tags to the linked style sheet); and

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- generating said first resultant web page, adopting said first control section and first content section of said first subordinate web page specification and merging said specified first content into said first content section, resulting with said first content being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of said style and said navigation arrangement specified by said master specification, wherein said first and second resultant web pages are rendered in accordance with the merged specification (see Figures 8, 9 and 14; see Column 18, Line 63 through Column 20, Line 62 – Ferrel discloses this limitation as clearly indicated in the cited figure and text).

However, Ferrel fails to expressly disclose the subordinate content specifications comprising subordinate styles and the pages are generated by merging the subordinate style and the common style. Brintzenhofe teaches the following:

- *defining a first subordinate content specification comprising a first subordinate style*, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;
- *defining a second subordinate content specification comprising a second subordinate style*, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the

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text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;

- *generating said first and second resultant web pages with said first contents being placed and styled in accordance with said common content placement and a first merged style that comprises the first subordinate style merged into the common style, and said second content being placed and styled in accordance with said common content placement and a second merged style that comprises the second subordinate style merged into the common style, (pg. 10, paragraph [0118]), i.e. the media facet for this component includes the properties X Position, Y Position, Width and Height, which help to define the geographical region on a page where this footer may appear (further see Brintzenhofe's teaching in page 2, paragraphs [0011] – [0014] for discussion on automatic rendering of pages).*

The examiner interprets Brintzenhofe's teaching of a content facet with an associated design facet to encompass applicant's "subordinate content specification comprising a first subordinate style". As may be seen in Brintzenhofe's Fig. 7, the design facet contains properties such as text face and text attributes. The media facet describes the position, therefore layout, of the different components. Therefore, upon rendering the component, Brintzenhofe's method merges the design facet (part of the subordinate content specification) with the media facet thus creating a merged style.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the content of Ferrel with the content and design facets of

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Brintzenhofe. One of ordinary skill in the art would have been motivated to have made such modifications because both Ferrel and Brintzenhofe are analogous art in the field of automatically generating pages using content and layouts.

Furthermore, Ferrel does not explicitly teach that the common style comprises variable controls, the first subordinate style specifies first subordinate control values, and the first subordinate control values are supplied to the variable controls. Smith teaches the following:

the common style comprises variable controls. See column 14, line 50 – column 15, line 53 where Smith contains a layout object which specifies the overall layout of a newspaper web site but does not specify certain attributes of objects within the layout;

a first subordinate style specified as first subordinate control values. See column 16, lines 22-59 where Smith describes a content object which may be, for example, text content. This content object may further specify subordinate control values such as font, spacing, justification, etc.; *and*

wherein the generating comprises supplying the first subordinate control values as the variable controls, (abstract), i.e. an object-oriented document management and production system in which documents are represented as collections of logical components, or “objects”, that may be combined and physically mapped onto a page-by-page layout.

It would have been obvious to have further modified the page generation method of Ferrel in view of Brintzenhofe with the data objects of Smith. One of ordinary skill in the

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art would have been motivated to have made such further modifications because as both Ferrel and Smith are methods of applying content to a layout. Furthermore, both Ferrel and Smith discuss possessing a font attribute, the modification of Ferrel would than possess said attribute in the content file as opposed to the style sheet.

Claim 23:

Modified Ferrel discloses the method of Claim 22, wherein:

- said first subordinate web page specification further specifies other control information in said second control section (see Figure 8; see Column 19, Lines 36-50 – Ferrel discloses “other control information in said second control section of the first subordinate web page specification” in that the story objects are HTML documents that reference style sheets to retrieve formatting information; these references to the style sheets in the story objects are the “other control information”); and
- said generating of said first resultant web page further comprises merging said other control information in said first control section (see Figure 8; see Column 19, Lines 32-35 – Ferrel discloses “merging other control information” in that the story objects are fitted onto the templates through use of the style sheets and the “other control information” is that part of the web pages that link the web pages to the templates and the associated style sheets).

Claim 26:

Modified Ferrel discloses the method of Claim 22, wherein:

- said master specification further specifies in a second content section, second content placement for each of the one or more resultant web pages to be generated, and said first subordinate web page referencing said first content section of said master specification for said first content placement (as specified in the above rejection for Claim 1, the template in Ferrel discloses “content placement” for both the first and second web pages; thus, Ferrel discloses a first content section that identifies a first content placement for the first web page and a second content section that identifies a second content placement for the second web page);
- said method further comprises receiving a second subordinate web page specification defining second content for said second content placement for said first resultant web page to be generated, referencing in a third control section the second content placement of the master specification for content placement and at least one of style and common navigation, and specifying in a third content section said second content (as specified in the above rejection for Claim 1, the template in Ferrel discloses “content placement” for both the first and second web pages; thus, Ferrel discloses a third content section that identifies a second content for a second content placement for the first web page in a second web page specification and a third control section that identifies a second content

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placement for the second web page that specifies the style, common navigation and content placement of the second content); and

- said generating of said first resultant web page further comprises merging said specified second content into said second content section, resulting with said second content being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification (as indicated in the above rejection for Claim 1, Ferrel discloses this limitation).

Claim 27:

Modified Ferrel discloses the method of Claim 22, wherein said first control section of said master specification comprises at least one variable control, and said second control section of said first subordinate web page specification comprises a control value for one of said at least one variable control (see Figure 8 – Ferrel discloses this limitation in that the templates contain controls - “variable controls” - into which the story objects – “control values” - are poured).

Claim 28:

Ferrel discloses an apparatus for generating a web page (see Column 1, Lines 5-7), comprising:

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- storage medium having stored therein a plurality of programming instructions which, when executed, operate the apparatus to (as indicated in the above rejection for Claim 19, Ferrel discloses this limitation):
 - receive a master specification defining a design for one or more resultant web pages to be generated, specifying in a first control section at least one of common style and navigation arrangement, and in a first content section content placement for each of the one or more resultant web pages to be generated (as indicated in the above rejection for Claim 22, Ferrel discloses this limitation),
 - receive a first subordinate web page specification defining first content for a first resultant web page to be generated, referencing in a second control section the master specification (as indicated in the above rejection for Claim 22, Ferrel discloses this limitation), deferring to the master specification for content placement and at least one of style and common navigation (as indicated in the above rejection for Claim 19, Ferrel discloses this limitation), and specifying in a second content section said first content (as indicated in the above rejection for Claim 22, Ferrel discloses this limitation),
 - generating a merged specification in response to receiving a uniform resource locator request for the first or the second resultant web pages, wherein the merged specification corresponds to a web site that comprises the first and second resultant web pages (see column 3, lines

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8-19 – Ferrel discloses that the content is poured into the page when a title is displayed on the customer's computer, a customer must first request a title before it is displayed; furthermore, see column 33, lines 25-45, where Ferrel discloses that content is not reformatted when instantiated by the viewer, it is only displayed in various formats by referencing the document tags to the linked style sheet); and

- generate said first resultant web page, adopting said first control section and first content section of said master specification and merging said specified first content into said first content section, resulting with said first content being placed, styled and/or having a common navigation arrangement in accordance with said common placement and at least one of style and navigation arrangement specified by said master specification, wherein said first and second resultant web pages are rendered in accordance with the merged specification (as indicated in the above rejection for Claim 22, Ferrel discloses this limitation); and
- a processor coupled to the storage medium to execute the programming instructions (as indicated in the above rejection for Claim 16, Ferrel discloses this limitation).

However, Ferrel fails to expressly disclose the subordinate content specifications comprising subordinate styles and the pages are generated by merging the subordinate style and the common style. Brintzenhofe teaches the following:

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- *the first subordinate web page specification comprises a first subordinate style, (pg. 10, paragraph [0118]), i.e. the content facet contains a property named text which has a value a pointer to a text string containing the text for the footer. The design facet for this footer component includes the properties Text Face, Text Attribute, Justification and Relative Size;*
- *generating said first resultant web pages with said first contents being placed and styled in accordance with said common content placement and a first merged style that comprises the first subordinate style merged into the common style, and said second content being placed and styled in accordance with said common content placement and a second merged style that comprises the second subordinate style merged into the common style, (pg. 10, paragraph [0118]), i.e. the media facet for this component includes the properties X Position, Y Position, Width and Height, which help to define the geographical region on a page where this footer may appear (further see Brintzenhofe's teaching in page 2, paragraphs [0011] – [0014] for discussion on automatic rendering of pages).*

The examiner interprets Brintzenhofe's teaching of a content facet with an associated design facet to encompass applicant's "subordinate content specification comprising a first subordinate style". As may be seen in Brintzenhofe's Fig. 7, the design facet contains properties such as text face and text attributes. The media facet describes the position, therefore layout, of the different components. Therefore, upon

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rendering the component, Brintzenhofe's method merges the design facet (part of the subordinate content specification) with the media facet thus creating a merged style.

It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the content of Ferrel with the content and design facets of Brintzenhofe. One of ordinary skill in the art would have been motivated to have made such modifications because both Ferrel and Brintzenhofe are analogous art in the field of automatically generating pages using content and layouts.

Furthermore, Ferrel does not explicitly teach that the common style comprises variable controls, the first subordinate style specifies first subordinate control values, and the first subordinate control values are supplied to the variable controls. Smith teaches the following:

the common style comprises variable controls. See column 14, line 50 – column 15, line 53 where Smith contains a layout object which specifies the overall layout of a newspaper web site but does not specify certain attributes of objects within the layout;

a first subordinate style specified as first subordinate control values. See column 16, lines 22-59 where Smith describes a content object which may be, for example, text content. This content object may further specify subordinate control values such as font, spacing, justification, etc.; *and*

wherein the generating comprises supplying the first subordinate control values as the variable controls, (abstract), i.e. an object-oriented document management and production system in which documents are represented as collections of logical

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components, or “objects”, that may be combined and physically mapped onto a page-by-page layout.

It would have been obvious to have further modified the page generation method of Ferrel in view of Brintzenhofe with the data objects of Smith. One of ordinary skill in the art would have been motivated to have made such further modifications because as both Ferrel and Smith are methods of applying content to a layout. Furthermore, both Ferrel and Smith discuss possessing a font attribute, the modification of Ferrel would than possess said attribute in the content file as opposed to the style sheet.

Claim 29:

Modified Ferrel discloses the apparatus of Claim 28, wherein:

- said second specification further specifying other control information in said second control section (as indicated in the above rejection for Claim 13, Ferrel discloses this limitation); and
- said generating of said first resultant web page further comprises merging said other control information in said adopted first control section (as indicated in the above rejection for Claim 23, Ferrel discloses this limitation).

Claim 32:

As indicated in the above discussion, Ferrel discloses every limitation of Claim 28.

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This claim corresponds to Claim 26. Thus, Ferrel discloses every limitation of Claim 32, as indicated in the above rejection for Claim 26.

Claim 33:

As indicated in the above discussion, Ferrel discloses every limitation of Claim 28.

This claim corresponds to Claim 27. Thus, Ferrel discloses every limitation of Claim 33, as indicated in the above rejection for Claim 27.

Claims 25 and 31 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ferrel in view of Brintzenhofe in view of Smith, and further in view of Keating, U.S. Patent Application Publication US 2002/0052895.

Claim 25:

As indicated in the above discussion, Modified Ferrel discloses every limitation of Claim 22. Ferrel also discloses:

- said master specification and said first subordinate web page specification express the respective specifications having language elements for specifying control information in a control section (as discussed in the above rejections for Claims 5 and 8, Ferrel discloses these limitations);

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- said master specification specifies said content placement (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation) by specifying within said design specification the content that is to be included from a referencing subordinate web page specification (as discussed in the above rejections for Claims 6 and 11, Ferrel discloses this limitation); and
- said first subordinate web page specification specifying said first content within said first subordinate web page specification (as discussed in the above rejection for Claim 6, Ferrel discloses this limitation); and
- said generating of said first resultant web page comprises merging the content of the subordinate web page specification into the design specification (as discussed in the above rejection for Claim 14, Ferrel discloses this limitation).

Ferrel fails to expressly disclose:

- said master specification and said first subordinate web page specification being written in XHTML.

Keating teaches a web page generation method (see Paragraphs 0001-0003), wherein:

- a master specification and a first subordinate web page specification are written in XHTML (see Paragraphs 0010 and 0032),
for the purpose of maintaining compatibility with HTML 4 browsers (see Paragraph 0007).

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Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method, disclosed in Ferrel, to include:

- a master specification and a first subordinate web page specification that are written in XHTML, for the purpose of maintaining compatibility with HTML 4 browsers, as taught in Keating.

Ferrel, in view of Keating, fails to expressly disclose:

- said master specification specifying within said design specification a *<body> section* whose content is to be included from a referencing subordinate web page specification;
- said first subordinate web page specification specifying said first content by specifying within said first subordinate web page specification a *<body> section*; and
- merging the content of the *<body>* section of the subordinate web page specification into the *<body>* section of the design specification.

However, the *<BODY>* tag of an HTML document comprises the content of the web page including what content is to be placed on the web page and where on the web page to put the content. One of ordinary skill in the art, a web page author, would have typically included all references to content objects that are to be displayed on a

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web page inside the <BODY> section of the template. Thus, at the time the invention was made, it would have been obvious to one of ordinary skill in the art to:

- specify within said design specification of said master specification a <body> section whose content is to be included from a referencing subordinate web page specification;
- specify said first content of said first subordinate web page specification by specifying within said first subordinate web page specification a <body> section; and
- merging the content of the <body> section of the subordinate web page specification into the <body> section of the design specification,

for the purpose of specifying the particular content to be included on the web pages that are generated using templates and associated content objects.

Claim 31:

As indicated in the above discussion, Ferrel discloses every limitation of Claim 28.

Additionally, this claim corresponds to Claim 25. Thus, Ferrel, in view of Keating, discloses/teaches every limitation of Claim 31, as indicated in the above rejection for Claim 25.

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Claims 24 and 30 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ferrel in view of Brintzenhofe in view of Smith, and further in view of Lie et al., “*Cascading Style Sheets, level 1*” **W3C Recommendation** 17 Dec 1996, revised 11 Jan 1999 (www.w3.org/TR/CSS1) and Keating.

Claim 24:

As indicated in the above discussion, Modified Ferrel discloses every limitation of Claim 22.

Ferrel fails to disclose:

- said master specification and said first subordinate web page specification express the respective specifications using XHTML having a <head> section for specifying control information;
- said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the <head> section of the design specification; and
- said generating of said first resultant web page comprises adopting said <head> section of said design specification.

Lie teaches a web page generation method (see “Abstract” on Page 1 of 70), comprising:

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- a master specification and a first subordinate web page specification expressing the respective specifications using HTML having a <head> section for specifying control information (see “Containment in HTML” on Page 6 of 70 – the HTML document includes “control information,” links to the associated style sheet, in the <HEAD> section);
- said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the <head> section of the design specification (see “Containment in HTML” on Page 6 of 70 – reference to the associated style sheet comprises a “reference to a style definition”); and
- said generating of said first resultant web page comprises adopting said <head> section of said design specification (generation of the web page results in the “adoption” of the “style definition” specified through reference to the associated style sheet in the <HEAD> section),

for the purpose of linking the HTML document to the associated style sheets so as to control the way the web page is presented.

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method, disclosed in Ferrel, to include:

- said master specification and said first subordinate web page specification express the respective specifications using HTML having a <head> section for specifying control information;

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- said specification of at least one of a common style and a navigation arrangement comprises specifying at least one of a reference to a style definition and a reference to a navigation arrangement in the <head> section of the design specification; and
- said generating of said first resultant web page comprises adopting said <head> section of said design specification, for the purpose of linking the HTML document to the associated style sheets so as to control the way the web page is presented, as taught in Lie.

Modified Ferrel, in view of Lie, fails to disclose a master specification and a first subordinate web page specification written in XHTML.

Keating teaches a web page generation method (see Paragraphs 0001-0003), wherein:

- a master specification and a first subordinate web page specification are written in XHTML (see Paragraphs 0010 and 0032), for the purpose of maintaining compatibility with HTML 4 browsers (see Paragraph 0007).

Accordingly, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the method, disclosed in Ferrel, in view of Lie, to include:

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- a master specification and a first subordinate web page specification that are written in XHTML, for the purpose of maintaining compatibility with HTML 4 browsers, as taught in Keating.

Claim 30:

As indicated in the above discussion, Modified Ferrel discloses every limitation of Claim 28.

Additionally, this claim corresponds to Claim 24. Thus, Ferrel, in view of Lie and Keating, disclose/teach every limitation of Claim 30, as indicated in the above rejection for Claim 24.

Response to Arguments

Applicant's arguments, see pgs. 16-20 of response, filed 5/19/2010, with respect to the rejection(s) of claim(s) 1-23, 26-29, 32, and 33 under 103 over Ferrel in view of Brintzenhofe in view of '082 have been fully considered and are persuasive. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of Smith.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

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-Arora et al. (US 5,911,145), creating websites using layouts and content files.

-Ramakrishna et al. (US 7,594,166), discusses dynamic web content behaviors where an extra tag may be added to content to give it specific behaviors after being rendered.

-McCartney et al. (US 2002/0010716), Discusses combining content items with XSL stylesheets.

-McCaskey et al. (US 2002/0152245), good reference for keeping control data with content files however filing date 1 month after instant application.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to GREGORY A. DISTEFANO whose telephone number is (571)270-1644. The examiner can normally be reached on Monday through Friday, 9 a.m. - 5 p.m.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, William Bashore can be reached on 571-272-4088. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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/GREGORY A DISTEFANO/
Examiner, Art Unit 2175
8/1/2010

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